Reading in the Delta events bring families together around literacy

Arkansas PBS hosted four free Fun Family Reading Events during May 2021 as part of Reading in the Delta, an initiative to provide literacy resources and encourage family engagement through educational activities. Each event included a meal and story time featuring “Dragons Love Tacos,” followed by a discussion and activity. Families also received an Arkansas PBS family engagement literacy gift bag – including a copy of “Dragons Love Tacos,” literacy resources, a journal, a taco kit and more – and snack bag to take home. Spanish versions were also available.

Events were carried out in: Parkin, Forrest City, Helena-West Helena and Eudora.

The event at the Boys and Girls Club of Phillips County included children, parents and board members. Arkansas Foodbank and Southern Bancorp Central Region Branch 205 helped provide fresh fruit for snack bags.

Marion Smith of the Rural Community Alliance and Parkin city official Sherry Gillion helped organize the event held at a vacant lot in downtown Parkin.

Reading in the Delta was made possible by the Joan R. and Charles M. Taylor II Memorial Endowment Fund.
Eudora Mayor Tomeka Butler sharing with community members the importance of partnerships.

Thank you to our partners:
- Rural Community Alliance
- Arkansas Imagination Library
- Southern Bancorp
- Arkansas Foodbank
- Foodbank of Northeast Arkansas

Arkansas PBS provided activity bags for each child.

The Arkansas Food Bank provided a fresh meal in Eudora.

By the Numbers

Facebook: 78,112 impressions
Instagram: 154 impressions
Twitter: 2,395 impressions

myarkansaspbs.org/parents
1,507 webpage views
1,219 unique visitors

18.2% open rate
3% click rate

Media

Times-Herald
Tacos and books